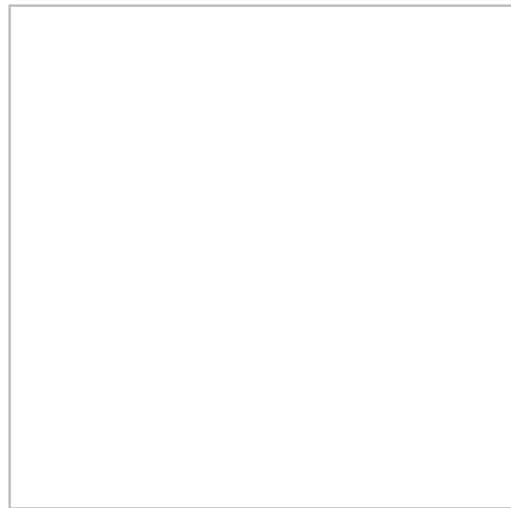


From: [Park Assist](#)
To: [Kent Smith](#)
Subject: MAF Selects Park Assist to Elevate the Customer Parking Experience
Date: Monday, July 13, 2015 1:15:32 PM

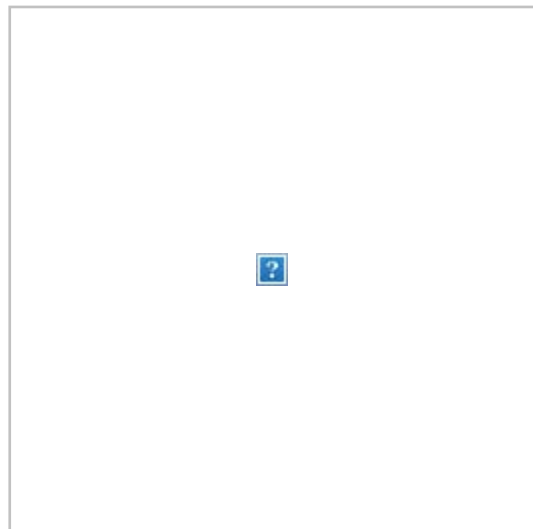
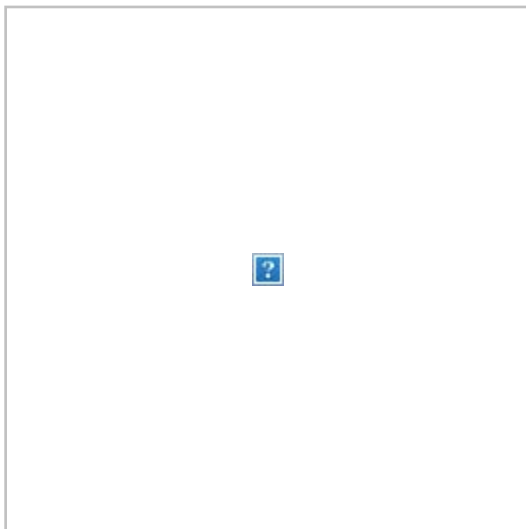


Majid Al Futtaim (MAF) has completed the initial stage of its roll out of Park Assist's M4 Parking Guidance System (PGS) for installation in five of its shopping malls, bringing customers a parking experience currently unparalleled in the region. The M4 PGS is the most advanced camera based sensor system in the world used to guide drivers to open parking spaces and help them find their car upon returning from shopping or dining at its Malls in the region. MAF's Deira City Center, Mirdif City Centre and Bahrain City Centre are

currently in operation with the new Park Assist guidance system with a space coverage of over 10,000 spaces across the three sites.



"We are honored to have earned the confidence of MAF who is renowned for finding the best and most innovative methods for delivering the highest quality customer experience," said Joe Ruggero, Vice President of Global Development for Park Assist. "MAF, whose company motto is "Lead by Example," has truly embraced the power of a smart parking system," Ruggero added.

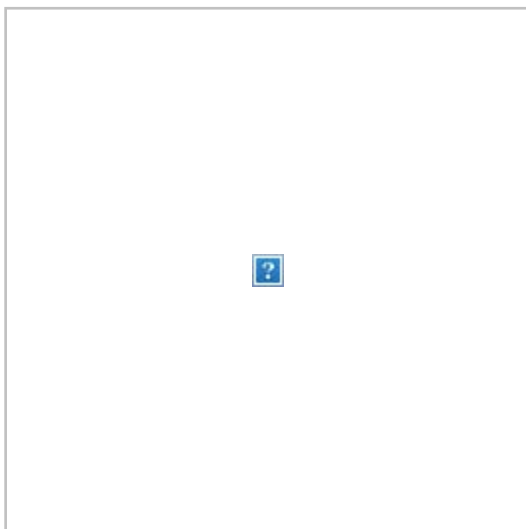
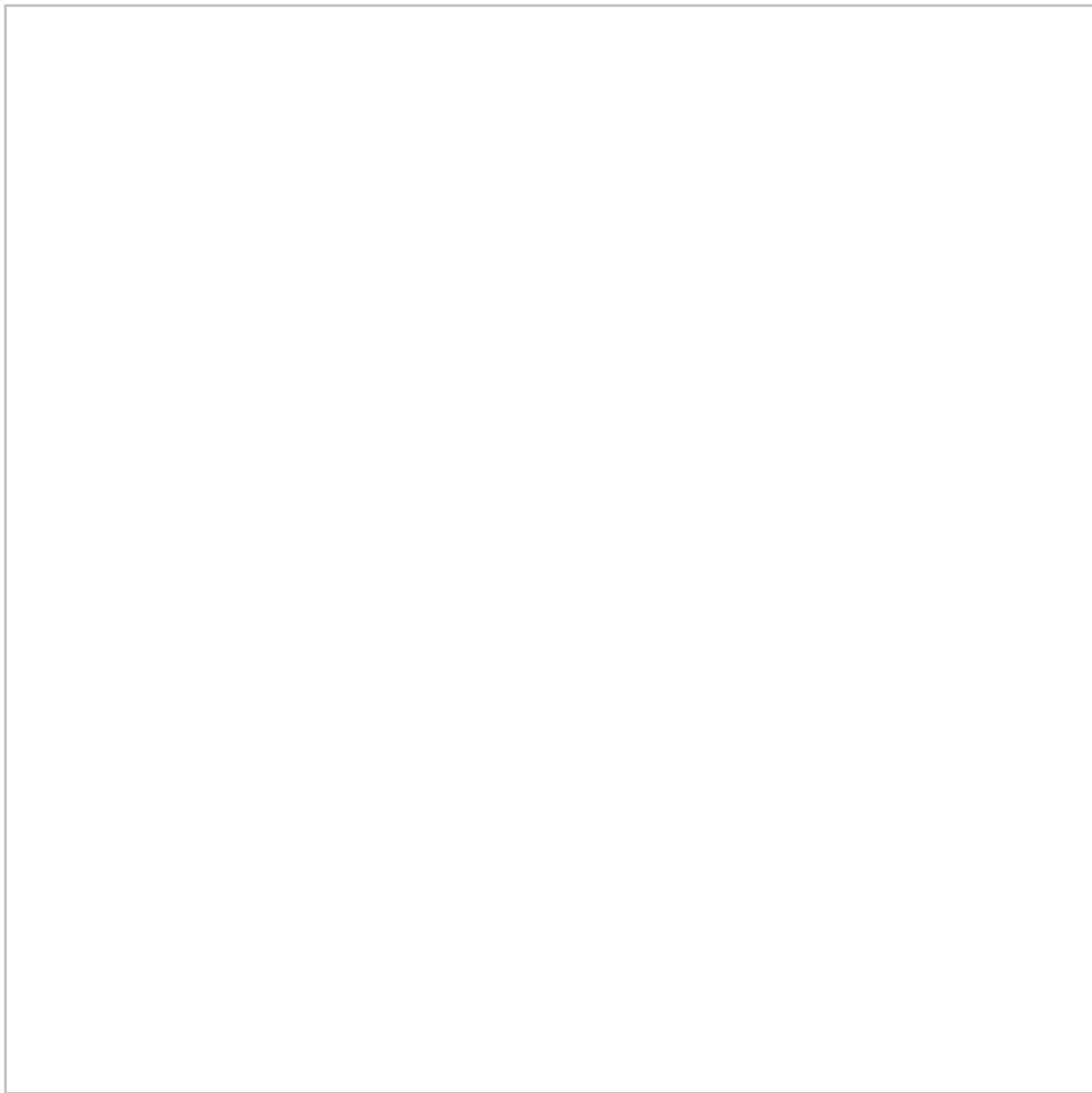


Park Assist's camera-based M4 system is engineered with powerful business intelligence that expands security capabilities by monitoring every parking space with real-time streaming video. Robust software also enables operators to be responsive to customer parking preferences and create greater convenience. "We selected Park Assist because we wanted our customers to spend their time enjoying our shopping malls and not worry about parking. We wanted a solution that would make parking easy and secure, but also to give us a platform to continue to innovate around the customer experience," said Mohamed Hediya, Manager of Technology Innovation for MAF.

Park Assist's Middle East branch located in Dubai worked closely with SBR Industrial Group to manage the MAF installations. In addition, Park Assist will work with SBR Industrial to install the M4 system at the Mall of Emirates in Dubai, one of the largest shopping malls in the world with over 40 million annual visitors and 7,900 parking spaces. The M4 system will also be deployed at Muscat City Centre, Muscat, Oman with 2,250 spaces. Both are slated for full M4 operation in 2015.

"SBR Industrial Group has been a great partner in bringing these important shopping centers online with our sophisticated guidance systems. They have worked tirelessly with us and MAF officials to ensure the highest quality deliverable," said Ruggero. "SBR Industrial Group is not your typical partner in the region; we are technology stakeholders that have over 37 years of experience working in the region and we seek to add innovative products to our portfolio. We are about creating markets instead of waiting for them," said Shafik Nasser, Director of Business Development.

As part of the M4 system, the MAF properties will be able to utilize the following Park Assist Business Intelligence Software Suite Modules:



Our industry leading Find My Car feature locates a customer's vehicle through:

- License Plate and Parking Ticket Recognition
- Touchscreen kiosks
- Integration with smartphone apps



Helps enforce garage policies and control
parker groups without fixed barriers:

- Apply parking rules with License Plate Recognition technology (i.e. - control employee parking)
- Automatic email alerts for policy violations
- Guard against unwanted behaviors
- Recognize and reward VIP and repeat customers





Establish various parking rates to create new revenue opportunities:

- Designate spaces for premium and conditional pricing
 - Does not require expensive gate systems or loss of spaces
 - Integrate with PARCS and other revenue systems
-



Real time streaming security video of every space from a unique vantage point:

- M4s above driving lane monitor area around the parking space
- Streaming video captured
- Added security that would otherwise be cost-prohibitive





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